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FAX TRANSMISSION**DATE:** March 16, 2005**PTO IDENTIFIER:** Application Number 10/646,066
Patent Number**Inventor:** Elliot A. GOTTFURCHT**MESSAGE TO:** US Patent and Trademark Office**FAX NUMBER:** (703) 872-9306**FROM:** MORRISON & FOERSTER LLP
James M. Denaro**PHONE:** (703) 760-7739**Attorney Dkt. #:** 578962000122**PAGES (Including Cover Sheet):** 10**CONTENTS:** THIRD PRELIMINARY AMENDMENT (7 pages)
Certificate of Transmission (1 page)
Fee Transmittal (1 page)

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MAR 16 2005

PTO/SB/97 (09-04)

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Application No. (if known): 10/646,066

Attorney Docket No.: 578962000122

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on March 16, 2005
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SignatureJames M. Denaro

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54,063
Registration Number, if applicable703-760-7739
Telephone Number

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THIRD PRELIMINARY AMENDMENT (7 pages)
FEE TRANSMITTAL (1 page)

PTO/SB/17 (12-04v2)

Approved for use through 7/31/2006. OMB 0651-0032
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Effective on 12/08/2004. Fees pursuant to the Consolidated Appropriations Act, 2005 (H.R. 4818). FEE TRANSMITTAL For FY 2005		Complete if Known Application Number 10/646,066 Filing Date August 21, 2003 First Named Inventor Elliot A. GOTTFURCHT Examiner Name Ryan F. Pitaro Art Unit 2174 Attorney Docket No. 578962000122	
<input type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27			
TOTAL AMOUNT OF PAYMENT (\$) 250.00			

METHOD OF PAYMENT (check all that apply)

☐ Check ☐ Credit Card ☐ Money Order ☐ None ☐ Other (please identify): _____

☒ Deposit Account Deposit Account Number: 03-1952 Deposit Account Name: Morrison & Foerster LLP

For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)

☒ Charge fee(s) indicated below ☐ Charge fee(s) indicated below, except for the filing fee
☒ Charge any additional fee(s) or underpayment of fee(s) under 37 CFR 1.16 and 1.17 ☒ Credit any overpayments

FEE CALCULATION**1. BASIC FILING, SEARCH, AND EXAMINATION FEES**

Application Type	FILING FEES		SEARCH FEES		EXAMINATION FEES		Fees Paid (\$)
	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	Fee (\$)	Small Entity Fee (\$)	
Utility	300	150	500	250	200	100	
Design	200	100	100	50	130	65	
Plant	200	100	300	150	160	80	
Reissue	300	150	500	250	600	300	
Provisional	200	100	0	0	0	0	

2. EXCESS CLAIM FEES

Fee Description	Fee (\$)	Small Entity Fee (\$)
Each claim over 20 (including Reissues)	50	25
Each independent claim over 3 (including Reissues)	200	100
Multiple dependent claims	360	180

Total Claims	Extra Claims	Fee (\$)	Fee Paid (\$)	Multiple Dependent Claims	
29	- 28 = 1	x 50.00 =	50.00	Fee (\$)	Fee Paid (\$)
Indep. Claims	Extra Claims	Fee (\$)	Fee Paid (\$)		
4	- 3 = 1	x 200.00 =	200.00		

3. APPLICATION SIZE FEE


If the specification and drawings exceed 100 sheets of paper (excluding electronically filed sequence or computer listings under 37 CFR 1.52(e)), the application size fee due is \$250 (\$125 for small entity) for each additional 50 sheets or fraction thereof. See 35 U.S.C. 41(a)(1)(G) and 37 CFR 1.16(s).

Total Sheets	Extra Sheets	Number of each additional 50 or fraction thereof	Fee (\$)	Fee Paid (\$)
	- 100 =	/50 (round up to a whole number) x		

4. OTHER FEE(S)

Non-English Specification, \$130 fee (no small entity discount)

Other (e.g., late filing surcharge):

SUBMITTED BY		Registration No. 54,063	Telephone (703) 760-7739
Signature		(Attorney/Agent)	
Name (Print/Type)	James M. Denaro	Date	March 16, 2005

va-97000

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Docket No.: 578962000122
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Elliot A. GOTTFURCHT

Application No.: 10/646,066

Confirmation No.: 8436

Filed: August 21, 2003

Art Unit: 2174

For: METHOD TO GENERATE ADVERTISING
REVENUE BASED ON TIME AND
LOCATION

Examiner: Ryan F. Pitaro

THIRD PRELIMINARY AMENDMENT

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

INTRODUCTORY COMMENTS

Prior to examination on the merits, Applicant respectfully requests entry on this Preliminary Amendment for the above-captioned patent application.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

va-96970